

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Plow et al.

§ Filed: August 2, 2001

Serial No.: 09/922,182

§ Group Art Unit: 3688

Confirmation No.: 7553

§ Examiner: James W. Myhre

For: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
STORING INTERNET ADVERTISEMENTS AT A USER COMPUTER

CERTIFICATE OF MAILING OR TRANSMISSION

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office to fax number 571-273-8300 to the attention of Examiner James W. Myhre, or electronically transmitted via EFS-Web, on the date shown below:

November 24, 2010

/C. Alexandra Livingston/

Date

C. Alexandra Livingston

Dear Sir:

RESPONSE TO OFFICE ACTION DATED AUGUST 26, 2010

In response to the Office Action dated August 26, 2010, having a shortened statutory period for response set to expire on November 26, 2010, please enter this response and reconsider the claims pending in the application for reasons discussed below. While no fees are believed due, the Commissioner is hereby authorized to charge counsel's Deposit Account No. 09-0460 / STL92000035US1 for any fees, including extension of time fees or excess claim fees, required to make this response timely and acceptable to the Office.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper. Remarks/Arguments begin on page 8 of this paper.